

**ENTERPRISE ZONE BUSINESS DEVELOPMENT AND
MARKETING PROGRAM**

The key objective of the Economic Development Council of Tallahassee/Leon County, Inc.'s (EDC) Enterprise Zone Business Development and Marketing Program is to enhance the local quality of life by creating and preserving job and business opportunities within the local Enterprise Zone.

Measures of Success

Tracked and documented on the Business Needs Assessment Survey:

- *Existing jobs*
- *New jobs*
- *New capital investment*
- *Program usage rates*
- *Space requirements*
- *Business needs*

Action Items

- Create additional collateral materials to be distributed locally.
- Continue to conduct site visits and Business Needs Assessment Surveys to businesses located within the Enterprise Zone.
- Use new occupational licensee lists to target businesses opening within the Enterprise Zone.
- Strategically place Enterprise Zone marketing materials for prospects. For example: County/City permitting offices, libraries, governmental kiosks, etc.
- Use public television (including cable access channels) and radio for infomercials highlighting the Enterprise Zone. Possibly work with Tallahassee Community College to compose public service announcements highlighting the Enterprise Zone. Additionally, a five to eight minute video may be produced to highlight Enterprise Zone geography, incentive programs, recipients and positive activities.
- Place periodic advertisements regarding the Enterprise Zone programs in local newspapers, including smaller, community publications and minority newsletters.

- Continue to conduct Enterprise Zone forums/workshops (at least twice annually).
- Work with the Small Business Development Center to provide technical assistance for business development for companies located within the Enterprise Zone.
- Continue to attend the Enterprise Zone Development Authority meetings. Invite Enterprise Zone-based businesses to attend.
- Develop Enterprise Zone Web page complete with incentive calculator. Also, establish links to the State of Florida Enterprise Zone, City and County Web sites.

Annual Budget

Many of the aforementioned action items can be accomplished by the EDC without adding any significant expense. However, there will be some costs associated with creating and/reprinting the collateral materials. Estimated costs are:

Development costs for collateral materials	\$2,500.00
Printing (per 2,000 to 2,500)	\$4,000.00
Fifteen to thirty-second ad on NPR	\$2,400.00
Thirty minute video*	\$5,000.00
Web page development and maintenance	\$3,500.00
Advertising (newspaper, Econ. Dev. Journal)	\$6,600.00
Workshops and Forums**	<u>\$6,000.00</u>
Total Marketing/Promotion	\$30,000.00

**Costs of the video could drop if Tallahassee Community College participates.*

***Cost factors in sponsorships by area businesses or association to defray total outlay.*